



ROUNDTABLE
PROCUREMENT SERVICES



An RTPS Whitepaper

The Value of Print Services



Rethinking Print:

An Opportunity to Reduce Cost and Increase Impact.

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Despite the growth of digital communication, print continues to play a vital role in helping organizations inform, engage, and connect with their audiences. Professionally produced print materials create a tangible and lasting impression that can enhance credibility, reinforce brand identity, and improve message retention.

Print services support a wide range of organizational needs, including marketing collateral, annual reports, fundraising materials, educational resources, signage, forms, direct mail campaigns, event materials, and promotional products. When designed and produced effectively, these materials can help organizations communicate more clearly, strengthen stakeholder engagement, and support strategic objectives.

Working with experienced print service providers also delivers operational benefits. Access to expert advice on design specifications, paper stocks, production methods, sustainability options, and distribution strategies can help organizations achieve the best possible results while controlling costs. Professional print partners can identify efficiencies, recommend suitable alternatives, and ensure projects are produced accurately and delivered on schedule.

Whether supporting day-to-day operations or large-scale campaigns, reliable print services provide organizations with the quality, consistency, and value needed to maximize the impact of their communications and make the most of their budgets.



Top Three Best Practices for Print Services

1 - Integrating Print and Digital Communications

Developing complementary print and digital assets enables nonprofit organizations to engage audiences more effectively across multiple channels. This integrated, multi-channel approach is widely recognized as a communications best practice, helping organizations strengthen brand consistency, increase message reach, and improve stakeholder engagement.

Successfully executing a coordinated print and digital strategy, however, requires careful planning, expertise, and attention to detail. A qualified print services provider can play an important role in this process by offering strategic guidance, design support, production expertise, and other value-added services. By partnering with an experienced supplier, organizations can ensure their print and digital materials work together seamlessly, creating a cohesive and impactful communications campaign that maximizes both reach and return on investment.

2 – Modern Technology & Innovation

The print industry continues to evolve, offering organizations access to innovative technologies, enhanced production capabilities, and more sustainable solutions than ever before. Today's leading print providers leverage advanced equipment, digital workflows, and automated production processes to deliver higher quality results with greater speed, consistency, and efficiency.

Nonprofits should look for suppliers that invest in modern printing technologies, premium materials, and environmentally responsible practices. From high-definition printing and specialty finishes to sustainable paper stocks and eco-friendly inks, these advancements enable organizations to create impactful communications while supporting their environmental objectives.

In addition, automated workflows and online ordering platforms have transformed the customer experience, improving accuracy, reducing turnaround times, and streamlining project management. By partnering with a



forward-thinking print provider, organizations can benefit from enhanced service, improved quality control, and greater overall value from their print investments.

3 – Flexible Ordering & Delivery Solutions

Convenient ordering and delivery options can have a significant impact on both operational efficiency and overall costs. In our whitepaper, *Shop Smart: The Case for Delivery over Drop-In*, we highlighted the benefits of streamlined delivery programs for office supplies. The same principles apply to print services.

Organizations should seek print partners that offer multiple ordering channels—including online portals, email, and telephone ordering—along with reliable delivery services and real-time order tracking. These capabilities simplify the procurement process, reduce administrative burden, and provide greater visibility into project status from production through delivery.

By leveraging modern ordering and fulfillment solutions, nonprofits can save valuable time, improve workflow efficiency, and ensure printed materials are delivered where and when they are needed. This allows staff to focus less on logistics and more on advancing their mission and serving their communities.

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Helping non-profits get more from their Print Services budget.

Through our work with nonprofit organizations across the country, we've found that print services represent one of the greatest opportunities for cost savings and improved value. Printing remains one of the most common areas of organizational spending, encompassing everything from marketing materials and fundraising campaigns to reports, signage, forms, and event collateral.

For many nonprofits, print-related expenses can account for a significant portion of the operating budget. This challenge is often amplified for smaller organizations that lack the purchasing volume needed to secure preferred pricing or volume discounts from suppliers. As a result, many nonprofits end up paying more than necessary for essential print services.



While we live in an increasingly digital world, print continues to be a powerful and effective communication tool. At the same time, the print industry has evolved considerably, offering new technologies, more efficient production methods, sustainable options, and innovative ways to maximize impact while controlling costs.

By taking a fresh look at how print services are sourced, managed, and utilized, organizations can often achieve substantial savings without compromising quality. The right print partner can help optimize specifications, improve consistency, streamline production, and ensure every print dollar delivers the greatest possible value.

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Community Purchasing Network (CPN) members enjoy access to a trusted network of preferred suppliers across a wide range of spending categories, including Print Services. Join the CPN today to learn more about our preferred Print Services partner and the benefits available to your organization.

Round Table Procurement Services (RTPS) is a professional services firm with significant expertise in helping non-profit organizations in Canada. We offer a unique combination of tools, approaches and people that come together to provide robust, tailored and realistic best practices for our clients. Our goal is to optimize procurement-related costs, efficiency and risk while supporting our client's achievement of their core mission.

RTPS assists non-profit organizations in understanding the implications of the Ontario Government's BPS Procurement Directive and developing and implementing policies and procedures that ensure ongoing compliance to the legislation. Our hands-on collaborative approach allows our clients to implement pragmatic and effective solutions that are sustainable over time.

For more information contact David Rourke at 416-816-6358, or send an email to info@rtps.ca, to discuss how RTPS might assist in achieving your organizational goals.